

## **Historic, Archive Document**

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## ENRICHMENT OF BREAD AND FLOUR

NETWORK: NBC

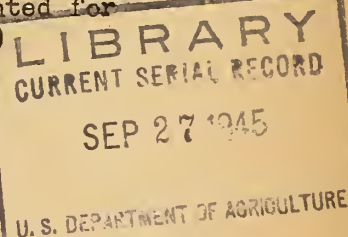
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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER....CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.
5. SOUND: ORGAN...HIGH TREMULO SUSPENSE THEME...HOLD UNDER FAINTLY.
6. JOHN: Listen... (PAUSE) Here is the story of bread. The bread on your table. How it began. How it ruled man's civilization in the ancient world...
7. FREYMAN: And how, today, in the United States of America, bread enriched by law, is helping to win the greatest war of all time.
8. JOHN: Bread! No other single food...has so greatly influenced mankind, up through the ages.
9. SOUND: ORGAN....UP WITH FINAL CHORD...OUT.
10. JOHN: (NARRATION) The ancient Egyptians discovered how to bake bread. They thought it was magic that made the bread rise, that spirits were at work when the bread in the oven rose, light and fluffy ...and became covered with a delicate crust.
11. FREYMAN: But what the Egyptians had learned to do, over five thousand years ago, was<sup>t</sup>o let the dough ferment before they baked it. They also

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12. JOHN: Big cylindrical structures, these ovens were...built of clay from the River Nile...the lower half for the fire...the upper part for the loaves of bread.
13. FREYMAN: Baking bread in early Egypt...was an important family ceremony... (FADE)....
- PAUSE:
14. GIRL: (EXCITED) Look! Look! There it begins. See...the crust is forming.
15. BOY: Shhh! Shut the oven door. Father commanded that the door to the oven be kept closed... 'til the bread is done.
16. GIRL: Nonsense! I can't wait to see! (ECSTATIC SIGH) Oh...surely the magic hands are at work...that such a large loaf...so light ...should arise from a small lump of sour dough!
17. BOY: Tell me, sister, do you have to wait days for the dough to sour each time before you bake?
18. GIRL: Of course...or else the bread wouldn't rise at all.
19. BOY: Why not, each time, leave out a bit of sour dough...to mix with the fresh batch. Surely the new dough will ferment more quickly, mixed with the old.
20. GIRL: (EXCITED) Why...there now, I never thought of that! It's an idea ...if it will work. (FADING) I'll tell father.
- PAUSE:
21. JOHN: And the Egyptians eventually learned to keep out a bit of fermented dough to mix with the fresh...and the bread was made more quickly. Each household guarded its bit of sour dough, as though it were sacred...as though they kept alive a hearth-fire. This was their yeast...this /was the magic that was to bring new wealth and power to Egypt.
22. SOUND: ORGAN...MARSHAL BRIDGE...FADE UNDER AND OUT.
23. JOHN: The Egyptians became known as the "Bread Eaters" in the ancient

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24. MAN: An indication of wealth...
25. JOHN: Bread became money...and for hundreds of years, wages in Egypt were paid in bread. Workers staged sit-down strikes for higher bread wages.
26. FREYMAN: bread made from wheat...  
White bread/was first invented, too, in Egypt. But although everyone wanted white bread...it was enjoyed only by the rich and people, and the nobility. It was very expensive.../very rare.
27. SOUND: ORGAN...FAINT THEME FOR SHORT BRIDGE AND HOLD UNDER.
28. JOHN: In early Greece...there were long, beautiful legends created about the Greek Goddess of Bread. There was a Bread Temple...and a ..... "Celebration of the Bread" took place every year, with great festivity.
29. SOUND: ORGAN...UP SLIGHTLY...HOLD UNDER.
30. MAN: Then...in the days of the Roman Empire...the Romans ruled the world by bread...conquered by it...and lost the world again largely because of it...when there was no more grain in Italy.
31. SOUND: ORGAN...MINOR INTO VARIATION OF MARSEILLAISE...LOW UNDER.
32. MAN: The lack of bread in France...helped to start the French Revolution.
33. SOUND: ORGAN...INTO FIRST THEME OF TSCHAIKOVSKI'S 1812 OVERTURE...UNDER.
34. JOHN: Then later...the Army of Napoleon Bonaparte in Russia...found only barren fields where they had expected grain. The Army disintegrated, mainly for lack of bread. And when Napoleon returned to France there was a famine there. The English knew, then, that the end of the war was near. For...he who had bread...had victory.
35. SOUND: ORGAN...UP INTO RESOLVING THEME OF 1812 OVERTURE...TRIUMPHANT BRIDGE THEN FADE AND OUT.





36. FREYMAN: Now...all through these years, since bread was first invented by the Egyptians...the masses of people have wanted white bread. Of course, there was a time...after the fall of the Roman Empire...that the art of making white flour was lost. But then...in the Middle Ages, white bread re-appeared. And because it was the food of the wealthy and nobility...everybody wanted it. Still...it was rare, and expensive.
37. JOHN: In the Middle Ages, the bakers of brown bread and the bakers of white bread...were members of separate guilds, and would have nothing to do with each other. The bakers of white bread felt vastly superior. As Europe became more prosperous, methods of milling flour improved. Flour became whiter and whiter...but...it also lost some of its food value.
38. FREYMAN: But the people in the Middle Ages didn't know that the whiter the flour became, the more food value it lost. They scorned their brown bread...which was far richer in nourishment.
39. JOHN: And the bakers...<sup>the</sup> ~~alas for~~/bakers. In those <sup>days</sup> ~~bygone~~ / <sup>people</sup> believed the baker overcharged...and gave false weight. And there were severe punishments for the Medieval baker whose bread did not weigh enough. The baker was also punished/<sup>by the Baker's Guild</sup> if he added chestnut flour to make the bread heavier. Or if he added white bone flour to make the bread whiter.
40. FREYMAN: Yet...when he added white bone flour...without knowing it, he was enriching his white bread...with precious calcium.
41. JOHN: But things/<sup>sometimes</sup> went badly for the baker, all the same. Inspectors from the Bakers Guild came around regularly to weigh and taste the bread...(FADING)...
- PAUSE:
42. MAN: (SNEER) Such pretty bread, Mr. Baker...such very pretty white bread. And so light, too...so very, very light.



43. BAKER: (IN TREPIDATION) Oh, I assure you sir, it's exactly the correct weight, I'm sure, sir...for I measured it exactly.
44. MAN: We shall see. Now...on the scales. (PAUSE) Hmmm! And as I thought. Again...another time...a quarter off the weight. A loaf of air. (THREATENING) Now, Mr. Baker...
45. BAKER: Oh, but I tell you... 'Twas but an accident, sir, now this loaf...
46. MAN: (SARCASTIC) And so white...this loaf is, too! Tell me now...do I detect a bit of bone meal in the taste?
47. BAKER: Oh, indeed, sir...truly this loaf is made of the purest white flour. (MORE FRIGHTENED) I have added nothing to make it white ...nothing!
48. MAN: Surely only ground bones could cause such a delicate whiteness! Bone flour! (SCORN) Alas, poor dear baker, but I do regret... (SUDDEN CALL) Peter!
49. PETER: Coming, sir.
50. BAKER: (HYSTERICAL FEAR) What are you going to do to me? I am innocent! What!....don't....don't!
51. MAN: Peter...take him and hang him up by his hands, in front of his shop!
52. BAKER: (IMPLORING) Oh...no...no...please...I...
53. SOUND: SCUFFLING
54. MAN: And Peter...let him hang by his hands for 24 hours. That'll teach him not to add strange ingredients to our bread. (FADING)
55. SOUND: SCUFFLING AND REMONSTRANCE FADE OUT INTO HIGH TREMULO NOTE ON ORGAN...WHICH FADES INTO...
56. JOHN: Often, a baker was whipped in public for this offense...or put in a pillory. Yet...although he was disobeying the law of the Middle Ages...a law enforced by the bakers own guild...ironically, he was making the white bread a better food by adding bone flour or ground chestnuts to it. This...was perhaps the earliest enrichment of bread! And wholly unintentional.

THIRD (1937) (2) I assume you are...

I'm sure, sir... for I remember the...

I see. Now... the... (1937)...

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57. SOUND: ORGAN...BRING IN FOR BRIDGE. FAST TEMPO SLOWING DOWN AND OUT.
58. JOHN: Today...in the United States of America...more people demand white bread, just as people always have, since bread was invented. But the difference of course today, is that everybody may have white bread. The result is that 97 percent of all the bread made in this country...is white.
59. FREYMAN: And yet... ..when flour is milled until it's snowy white, although it provides valuable proteins and calcium...some of the important food elements are lost.
60. JOHN: But people in the U. S. A. have continued to enjoy white bread more than any other.
61. SOUND: ORGAN...FAINT BACKGROUND.
62. FREYMAN: Well...so this is what has happened to bread...in "our time." America entered the<sup>second</sup> World War. With this...came the reminder... that if we're going to win a war...we've got to have an extra strong, healthy nation to do it. People in general...had to eat better than ever before. Because...
63. SOUND: ORGAN...UP SLIGHTLY.
64. JOHN: Nationwide surveys, in 1941 just before our entry into the war, had shown this:
65. MAN: (SENATORIAL, PROCLAMATORY) It has been reliably estimated that one-third of our people....are not getting enough of the right foods to eat! Foods necessary to good health!
66. SOUND: ORGAN...STRONG CHORD...OUT
67. FREYMAN: (HOUSEWIFELY) My, my, and right here in this country, too. Does that mean just the poor people, I wonder?



...TRING IN FOR BRIDGE. ALSO IN THE SOUTH...

...the United States of America... were people...

...there are people of every race, color...

...of course, today, in that everybody...

...the result of the 1950 census...

...the result...

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68. MAN: (AS BEFORE) No. Not necessarily. Of course more deficient diets are found among people with low incomes. But many people .. rich people .. business and professional people .. don't bother to eat the right foods .. don't care .. don't take time. Whatever it is .. it all mounts up to one-third of our people .. aren't choosing the right foods .. and that's a lot of people.
69. JOHN: That was 1941. And here .. America was buckling down .. to get ready to fight the biggest war in the history of the world.
70. FREYMAN: Well .. one thing was sure. Many American people needed more vitamins .. and more minerals in their daily diet!
71. JOHN: And any amount of preaching and teaching wasn't going to get us to eat more or different or more nutritious foods! Not in a hurry anyhow.
72. JOHN: So .. the dieticians and the nutritionists and the health officers and the scientists got together. Then they hit on a plan to get more vitamins in people's daily diet. "Here's what we'll do," they said. "We'll put back certain vitamins .. and the mineral Iron .. in white bread! That ought to help some!"
78. FREYMAN: .. because nearly everybody eats bread and flour in some form, every day! And since white flour, because it is milled white, loses some of its original vitamins and minerals in the milling .. it was only natural to put most of these food elements back! Enrich the bread and flour!
- ORGAN: PATRIOTIC THEME
82. JOHN: (NARRATIVE) The National Research Council laid down the standards for enrichment .. with the approval and cooperation of millers and bakers of the country .. many of whom had already been enriching bread on their own. In January, 1943, the first food order of the war went into effect .. War Food Order Number One!

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83. MAN: (FILLER. READING) That all bakers' white bread and all bakers' white rolls shall be enriched with vitamins and minerals .. according to specifications. That is the law for the duration of the war!!
84. FREYMAN: A law intended to add more vitamins .. and iron to the diet of Americans.
- 84a. JOHN: And what were these enrichment standards carefully established by the nutritionists .. the scientists? What vitamins should be restored to white flour and white bread .. and why??
85. FREYMAN: Then they decided! First ..
86. VOICE 1: Thiamin!
87. VOICE 2: Niacin!
88. VOICE 3: Riboflavin!
89. VOICE 4: Iron!
- (SLIGHT PAUSE)
90. FREYMAN: (HOUSEWIFELY) And why? Why thiamin, for instance?
91. VOICE 1: The prevalent food deficiencies in this country .. are deficiencies of the Vitamin <sup>B</sup> Complex: Thiamin, niacin, and riboflavin.
92. WOMAN: Deficiency in thiamin .. causes a disease known as Beri-Beri.
93. VOICE 1: Beri-Beri is considered an illness of the tropics .. but we do have cases of it right here in the U.S.A. A deficiency of thiamin!
94. WOMAN: Lack of thiamin .. also causes anxiety and depression. This has only recently been known.
95. JOHN: So.. to help add a little more of this vitamin to our diet .. thiamin was restored to white bread.
96. FREYMAN: (QUIZZICAL) Now .. what about this vitamin called riboflavin .. another part of Vitamin <sup>B</sup> Complex.





97. MAN: Riboflavin! Only five years ago .. it was discovered that this vitamin helps build strong, good eyesight .. is necessary to strong body tissues.
98. JOHN: So .. riboflavin was added to white bread and enriched white flour. To help people get more of this important vitamin.
99. FREYMAN: And niacin? Doesn't lack of niacin mean pellagra?
100. MAN: Right you are! And there's something you might say "couldn't happen to me!" But several thousand people develop pellagra in this country in a single year. And annually, hundreds of these people die.
101. WOMAN: Yet .. people have known for some time ... that pellagra can be prevented by the Vitamin Niacin.
102. MAN: Now, too, a deficiency in niacin can cause tiredness, indigestion, weakness ..
103. JOHN: Niacin! Important part of the Vitamin <sup>B</sup> Complex .. also restored to white bread and enriched white flour!
104. FREYMAN: And then the mineral Iron. Why was iron added?
105. VOICE 1: Iron is one of the most important minerals for the human blood! Iron is necessary for the formation of hemoglobin. And if you've ever given to a blood bank, you know how important that is!
106. VOICE 2: Lack of Iron can cause anemia.
107. VOICE 1: Lack of Iron makes children frail, weak, sickly .. tired ..
108. JOHN: So .. Iron was added to enrich white bread.
109. SOUND: ORGAN .. ~~THEM~~ THEME .. FADING OUT.
110. FREYMAN: So .. that's why white bread was enriched in wartime. That's what you have when you get enriched white bread and rolls at your bakers today! White bread restored with vitamins and the mineral iron .. to help, in its way .. to do all it can .. to keep America strong!!



111. JOHN: Now...just a reminder, and a word of caution. ~~white~~ white flour doesn't have to be enriched according to this law. Only white bread and rolls. Although it's true that about 75 percent of the white flour on the market is enriched...it's possible for you to purchase ~~flour...that has not been~~ enriched. So be sure to look for that label "enriched" when you're buying flour.
112. FREYMAN: And here's another thing. This law for the enrichment of white bread...this War Food Order...is only for the duration. After the war, the law no longer holds...
113. JOHN: Yet, isn't it true, now...that some states have already made permanent laws for enrichment?
114. FREYMAN: Yes...and here they are! South Carolina, Alabama, Louisiana, Texas, Kentucky, Mississippi! Six states! And they've "gone the War Food Order one better"! They've required that not only bread and rolls be enriched...but all white flour too!
115. JOHN: That means that people in these six southern states...simply won't be able to get any flour ~~any~~ in their state...except that which is enriched...with vitamins and iron.
116. FREYMAN: Yes...and I understand several other states are considering making flour enrichment...a permanent state law.
117. SOUND: ORGAN...UP FAINTLY...CONTINUE BEHIND.
118. JOHN: (SLOW) So...bread which has won wars...caused empires to fall... bread, which has been the basis of politics, revolutions, monetary systems...legends and religions..up through the centuries...again comes into the pages of history, taking part in the greatest war of all times. Bread as a better food to make Americans stronger and healthier, in victory.
119. SOUND: ORGAN...UP STRONG AND OUT.
120. JOHN: And now, Mrs. Freyman, I believe our listeners would be interested in having the leaflet on enriched bread and ~~flour~~ ~~Want to tell~~ about it, Holly Wright?

Nov... 1911

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121. WRIGHT: Friends, an informative leaflet on enriched white bread and flour is yours free when you write to CONSUMER TIME, Washington 25, D. C. Included with the leaflet will be a complete set of the game "Vita-Min-Go". Have you ever played "Vita-Min-Go"? It's an exciting game for the whole family...played on colorful cards. To play "Vita-Min-Go", you count the vitamins you have had all day with the help of a gaily printed score sheet. For every vitamin you have eaten you are entitled to move your marker a few steps on your score card. Naturally, to be the "big Winner", you have to have had the right number of vitamins. Children love to play "Vita-Min-Go"...it's a lively contest...and educational too. Remember, the complete set of brightly colored cards and score sheet...is yours free, when you write to CONSUMER TIME, Washington 25, D. C. Along with your "Vita-Min-Go" game, you will receive a leaflet..... answering all your questions on the enrichment of white bread and flour. Include your name, address, and station call letters...when you write for your free "Vita-Min-Go" game and leaflet . That's CONSUMER TIME, Washington 25, D. C.
122. FREYMAN: Next week, we're honored to have with us the Postmaster General of the United States, the Honorable Frank C. Walker, in a special program on Christmas Mail.
123. JOHN: Be with us then...for another edition of...
124. SOUND: CASH REGISTER.....MONEY IN TILL
125. ANNCR: CONSUMER TIME!
126. SOUND: CASH REGISTER
127. JOHN: How your money buys a living in wartime!
128. SOUND: CASH REGISTER.....CLOSE DRAWER.





129. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

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